

DECEMBER 15, 1984

APPLE[®] ///

PRODUCTS CONFIDENTIAL DEALER PRICE LIST

**Revisions to the December 15, 1984
APPLE ///
PRODUCTS CONFIDENTIAL DEALER PRICE LIST**

Apple /// Products Added to Price List:

Product	Description	Page No.
A2F0216	Apple [®] '84 Winter Collection Poster	6
A2F0218	Education News Vol. 5, No. 4	6

Apple /// Products Removed from Price List:

A3M0004	Disk ///	1
A3M0018	A/// 256K Memory Upgrade	2
C3B0003	Apple Access ///	4
A2F0205	Education News Vol. 5, No. 3	6



PRODUCTS CONFIDENTIAL DEALER PRICE LIST

Product	Description	Notes	Sugg. Retail Price (Each)	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+

Apple /// Systems

† A3S1256	Apple® /// Plus 256K System		2995.00	1795.00	1795.00	1795.00	1795.00	1795.00	1795.00
† A3P0015	Apple /// Plus Business System (Part A)	1	4495.00	2900.00	2700.00	2600.00	2600.00	2600.00	2600.00
† A3P0019	Apple /// Plus Professional System 6-Pack	2	3974.00	11,904.00	11,904.00	11,904.00	11,904.00	11,904.00	11,904.00
† A3P0020	Apple /// Plus Demo System (one per dealer location)	3	N/A	2100.00	N/A	N/A	N/A	N/A	N/A
† A3P2039	Apple /// and Color Plotter Presentation System	4	3195.00	2100.00	2100.00	2100.00	2100.00	2100.00	2100.00

Apple /// Disk Drives and Accessories

† A3P0016	Disk /// w/Adapter		435.00	200.00	200.00	200.00	200.00	200.00	200.00
† A3P0021	ProFile™ 5 Megabyte Extension Option, A///	5	1495.00	897.00	897.00	897.00	897.00	897.00	897.00
† A3P0025	ProFile 10 Megabyte Extension Option, A///	5	1995.00	1297.00	1297.00	1297.00	1297.00	1297.00	1297.00
A3T0005	ProFile 5 Megabyte Accessory Kit for A///		N/A	110.00	110.00	110.00	110.00	110.00	110.00
† A3T0100	ProFile 10 Megabyte Accessory Kit for A///		N/A	110.00	110.00	110.00	110.00	110.00	110.00
† A3P0018	MicroSci 572KB Disk Drive w/Adapter		679.00	325.00	325.00	325.00	325.00	325.00	325.00

Notes:

* - New Product.

† - Product eligible for floorplanning.

1 - Includes A/// Plus 256K Personal Computer, Monitor ///, ProFile Mass Storage System, ProFile Accessory Kit, and Catalyst 2.0 Selector Software. The Apple /// Plus Business System Part A and AppleCare for the Apple /// Plus Business System Part B should be sold together to the consumer.

2 - Includes A/// Plus 256K Personal Computer, Monitor ///, Disk ///, and /// E-Z Pieces Integrated Software. Quantity of six must be ordered for a total Suggested Retail Price of \$23,844.

3 - Includes A/// Plus 256K Personal Computer, Monitor ///, ProFile and ProFile Accessory Kit, Disk ///, and Catalyst 2.0 Selector Software.

4 - Includes A/// Plus 256K Personal Computer, Monitor /// Disk /// w/Adapter, Apple Color Plotter and Accessory Kit, and Overhead Presentation Kit.

5 - Includes ProFile Mass Storage System, ProFile Accessory Kit for Apple ///, and Catalyst 2.0.



Product	Description	Notes	Sugg. Retail Price (Each)	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Apple /// Printers and Accessories									
† A3P2028	Daisy Wheel Printer w/A/// Accessory Kit		2195.00	1405.00	1361.00	1328.00	1310.00	1293.00	1275.00
A3C0351	Daisy Wheel Accessory Kit for Apple® ///		N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0073	Daisy Wheel Mechanical Cut-Sheet Feeder		495.00	295.00	284.00	277.00	273.00	269.00	265.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	30.00	30.00	30.00	30.00	30.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	38.00	38.00	38.00	38.00	38.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	38.00	38.00	38.00	38.00	38.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	38.00	38.00	38.00	38.00	38.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	38.00	38.00	38.00	38.00	38.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	30.00	30.00	30.00	30.00	30.00
† A3P2025	Imagewriter w/A/// Accessory Kit		595.00	393.00	393.00	393.00	393.00	393.00	393.00
A3C0352	Imagewriter Accessory Kit for A///		N/A	38.00	38.00	38.00	38.00	38.00	38.00
† A3P2038	Imagewriter Wide Carriage w/A/// Accessory Kit		749.00	449.00	449.00	449.00	449.00	449.00	449.00
A9M0309	Imagewriter Stand		49.00	28.20	28.20	28.20	28.20	28.20	28.20
Apple /// Monitors									
† A3M0039	Monitor /// (12" Green)		249.00	120.00	120.00	120.00	120.00	120.00	120.00
† A9M0308	AppleColor Monitor 100		599.00	389.00	389.00	389.00	389.00	389.00	389.00
Apple /// Expansion and Interface Cards									
† D3D0098	Apple Softcard™ /// System		450.00	100.00	100.00	100.00	100.00	100.00	100.00
A3B0007	Serial Card ///		139.00	75.00	75.00	75.00	75.00	75.00	75.00
Apple /// Miscellaneous Accessories									
A2D0000	Blank Diskettes (10/box)		50.00/bx	31.00	28.00	27.00	26.00	26.00	25.00
A2G0001	Diskette Vinyl Pages (10/box)		8.50/bx	5.00	5.00	5.00	5.00	5.00	5.00
A3M0020	A/// Clock Calendar Kit (5/box)		50.00	175.00	173.00	170.00	165.00	160.00	158.00
A3M0021	A/// Interlace Kit		75.00	28.00	28.00	28.00	28.00	28.00	28.00
A3M1041	A/// Plus Keyboard Upgrade Kit		125.00	100.00	100.00	100.00	100.00	100.00	100.00
† A3M0040	A/// 128K Add-On Memory Kit		300.00	211.00	207.00	203.00	198.00	193.00	189.00
A3M0019	Modem Eliminator Cable (5/box)		29.95	95.00	95.00	95.00	95.00	95.00	95.00

Notes:

† - Product eligible for floorplanning.

Product	Description	Notes	Sugg. Retail Price (Each)	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+

Apple /// Color Plotter and Accessories

† A3P2040	Apple® Color Plotter w/A/// Accessory Kit and Stacker Stand		779.00	498.00	498.00	498.00	498.00	498.00	498.00
A3C0302	Apple Color Plotter Accessory Kit for A///		N/A	35.00	34.00	33.00	33.00	33.00	33.00
A9C0300	Apple Plotter Overhead Transparency Film (5/box)		39.95	108.00	78.00	78.00	78.00	78.00	78.00
A9C0301	Apple Plotter Paper Kit 8½x11 inch (5/box)		5.95	17.00	12.00	12.00	12.00	12.00	12.00
A9C0302	Apple Plotter Paper Kit 11x17 inch (5/box)		9.95	28.00	20.25	20.25	20.25	20.25	20.25
A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
(See Below)	Apple Plotter and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00

Paper Pens

narrow (.3mm)

wide (.7mm)

Transparency Pens

narrow (.3mm)

wide (.7mm)

Black	A9G0300	A9G0301		A9G0302	A9G0303
Red	A9G0304	A9G0305		A9G0306	A9G0307
Green	A9G0308	A9G0309		A9G0310	A9G0311
Blue	A9G0312	A9G0313		A9G0314	A9G0315
Combo 1	A9G0316	A9G0317	1	A9G0318	A9G0319
Combo 2	A9G0320	A9G0321	2	A9G0322	A9G0323

Apple /// Datacommunications Products

† A9M0313	Cluster Controller, BSC-3 ports	3	2900.00	1943.00	1943.00	1943.00	1943.00	1943.00	1943.00
† A9M0317	Cluster Controller, BSC-7 ports	3	4900.00	3283.00	3283.00	3283.00	3283.00	3283.00	3283.00
† A9M0323	Cluster Controller, SNA/SDLC-3 ports	3	2900.00	1943.00	1943.00	1943.00	1943.00	1943.00	1943.00
† A9M0327	Cluster Controller, SNA/SDLC-7 ports	3	4900.00	3283.00	3283.00	3283.00	3283.00	3283.00	3283.00
A3C0353	Cluster Controller Accessory Kit for A///	3	N/A	33.00	33.00	33.00	33.00	33.00	33.00
† A3P2023	Apple Modem 300 w/A/// Accessory Kit		225.00	150.00	145.00	143.00	142.00	140.00	138.00
† A3P2024	Apple Modem 1200 w/A/// Accessory Kit		495.00	331.00	318.00	313.00	309.00	304.00	300.00
A3C0354	Modem Accessory Kit for Apple ///		N/A	33.00	33.00	33.00	33.00	33.00	33.00
† A9M0307	AppleLine	3	1295.00	842.00	842.00	842.00	842.00	842.00	842.00
A2M0050	Cable Kit DB25-DB25 (5/box)	4	20.00	60.00	60.00	60.00	60.00	60.00	60.00

Notes:

† - Products eligible for floorplanning.

1 - Includes one pen each of Black, Red, Green and Blue.

2 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.

3 - For Datacom approved dealers only.

4 - To be used for connecting AppleLine or a serial device to an Apple /// personal computer.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
(Each)						
Apple /// Business Software						
A3D0031	Apple® Access 3270		150.00	50.00	N/A	N/A
† A3D0019	AppleFile ///		325.00	73.00	N/A	N/A
† A3D0030	Apple/NPL ///		650.00	100.00	N/A	N/A
A3D0024	Apple Speller ///		175.00	55.00	N/A	N/A
† A3H0001	Apple Writer/Speller /// Bundle		395.00	135.00	N/A	N/A
† C3B0013	Apple Writer ///		275.00	55.00	N/A	N/A
† A3P0023	BPI Accounting Series		1980.00	650.00	N/A	N/A
† D3D0002	BPI Accounts Payable		495.00	130.00	N/A	N/A
† D3D0003	BPI Accounts Receivable		495.00	130.00	N/A	N/A
† D3D0005	BPI Payroll		495.00	130.00	N/A	N/A
† D3D0001	BPI General Accounting		495.00	130.00	N/A	N/A
C3B0002	Business Graphics ///		175.00	25.00	N/A	N/A
† D3D0100	Habadex ProFile™ Version		295.00	65.00	N/A	N/A
† D3D0101	Habadex Diskette Version		295.00	65.00	N/A	N/A
† D3D0102	/// E-Z Pieces		295.00	125.00	N/A	N/A
A3D0020	QuickFile® ///		100.00	43.00	N/A	N/A
† C3B0005	Senior Analyst ///		350.00	140.00	5	130.00

Apple /// Languages & Operating Systems Software

A3D0004	Apple /// Business BASIC		125.00	80.00	5	75.00
† A3D0021	Apple /// COBOL		495.00	100.00	N/A	N/A
† A3D0005	Apple /// Pascal		300.00	195.00	5	185.00
A3W0012	Apple /// Pascal Tool Kit		125.00	87.50	N/A	N/A
A2W0012	Apple Pascal Numerics SANE		35.00	24.50	N/A	N/A
A3D0018	Apple /// Record Processing Services		50.00	17.00	N/A	N/A
C3S0001	Pascal Utility Library		75.00	24.00	N/A	N/A
A3W0011	Pronto: Apple /// Pascal Debugger		75.00	52.50	N/A	N/A

Apple /// Reference Manuals

A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)		30.00	90.00		
A3L0023	Device Driver Writer's Guide		25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)		20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)		20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)		30.00	72.00		
A3L0006	Pascal Technical Reference Manual		50.00	30.00		
A3L0027	SOS Reference Manual Two Volume Set		50.00	30.00		

12/15/84

Product	Description	Notes	Sugg. Retail Price (Each)	Single Qty. Price
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AppleCare SM Carry-In Service for Apple /// Products	(Per Year)
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SC30019	Apple [®] /// Plus Business System Part B	1	288.00	150.00
SC30009	Apple /// Personal Computer		150.00	78.00
SC30018	Apple /// Plus Personal Computer		120.00	62.00
SC30012	Disk ///		48.00	23.00
SC30011	ProFile [™] 5 Megabyte Disk Drive		192.00	98.00
SC30034	ProFile 10 Megabyte Disk Drive		216.00	108.00
SC30010	Daisy Wheel Printer		192.00	98.00
SC20005	Dot Matrix Printer		75.00	39.00
SC20019	Imagewriter Dot Matrix Printer		60.00	31.00
SC20004	Silentype [®] Printer		60.00	30.00
SC30013	Monitor ///		24.00	12.00
SC20032	AppleColor Monitor 100		60.00	31.00
SC30015	Color Plotter		60.00	31.00
SC20023	Apple Modem 300		24.00	12.00
SC20024	Apple Modem 1200		30.00	15.00
A2F0122	AppleCare Carry-In Service Flyer (100/pack)		N/A	10.00
A2F0213	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C

Apple /// Product Training Paks

C3Z0003	PTP - Senior Analyst ///	40.00	20.00
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Notes:

1 - The Apple /// Plus Business System Part A and AppleCare for the Apple /// Plus Business System Part B should be sold together to the consumer.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price
(Each)				

Apple /// Selling Material

A3F0136	Apple /// Plus System Brochure (25/pack)		N/A	6.25
A3F0137	Apple /// Plus Data Sheet (25/pack)		N/A	3.75
A7L0001	Apple Buyer's Guide (25/pack)		3.00	41.00
A2F0216	Apple '84 Winter Collection Poster	*	N/C	N/C
A2F0191	Apple Collection Gift Catalog (25/pack)		N/C	N/C
A7L0002	Apple Credit Plan Applications (100/pack)		N/A	10.00
A2G0023	Apple Education Demo Book		N/A	125.00
A2F0006	Apple Logo Poster (2/tube)		N/A	2.00
A2F0001	Large Logo Decals (200/pack)		N/A	7.50
A2F0002	Small Logo Decals (200/pack)		N/A	5.00
A2G0013	Apple Mylar Banner		N/A	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00
A2F0166	Apple Tiffany Collection (25/pack)		N/C	N/C
A2F0065	Co-op Claim Form (10/pack)		N/C	N/C
A2F0076	Co-op Prior Authorization Request Form (25/pack)		N/C	N/C
A2F0016	Co-op Radio/TV Sheet (2/pack)		N/C	N/C
A2F0146	Data Base Brochure (25/pack)		N/A	6.25
A2F0218	Education News Vol. 5 No. 4 (25/pack)	*	N/C	N/C
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00
A2F0135	Intelligent Choices Brochure (50/pack)		N/a	N/A
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00
A2F0124	Product Training Workshop Brochure (25/pack)		N/A	6.25
A2F0144	Small Business Market Brochure (25/pack)		N/A	6.25
A7P0001	Workbench Blinder		8.00	5.60
A2F0157	Workbench Flyer (25/pack)		N/A	2.50

This price list supercedes all previous price lists.

Prices are subject to change without notice.

Products subject to discontinuation without notice.

Quantity prices apply to single delivery, single location.

Note:

* - New Product.